

# **City of Chattanooga, TN**

## **Personnel Class Specification**

***Class code: 0304***

**FLSA: Exempt**

### **CLASSIFICATION TITLE: COMMUNICATIONS MANAGER, PARKS**

#### **PURPOSE OF CLASSIFICATION**

The purpose of this classification is to perform professional marketing, public relation, and journalism duties which involves preparation, creation and coordination of internal and external marketing materials and publicity for the Parks, Recreation, Arts and Culture Department. Serves as liaison to the news media. Coordinates special events and projects. Serves as webmaster and provides technical support for the department.

#### **ESSENTIAL FUNCTIONS**

**The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.**

Develops and documents internal and external marketing material such as billboards, brochures, flyers, calendar of events, and invitations; creates advertisements; manages printed items and materials, including the use of the departmental logo; prepares promotional packages upon administrative request.

Advises division managers of newsworthy information and discusses communication strategies on information to be released to the public; disseminates internal news to public and media; initiates and develops news media opportunities; responds to media inquiries; manages and documents media coverage; researches, compiles, and analyzes data and trends of departmental programs and activities for documentation and release to the general public and news media.

Manages department website; maintains computer generated newsletter for on-line subscribers and City personnel.

Coordinates and promotes special events, projects, department picnics, and retirement celebrations; conducts training with staff on positive public relations and provides guidance to interaction with media; manages Call Center response data; manages internal display communication at City hall and other facilities occupied by City personnel; manages the Department Service Award Program; manages, develops and coordinates the nomination of program and facility awards to State and national associations.

Conducts various publicity activities such as exhibits, tours, films and public exchange sessions to promote goodwill and positive public relations with the community; implements and creates means to develop and maintain a positive image of the Department; represents the department with neighborhood associations and other special interest groups in the community; participates in outreach services to university students for their development and preparation for a potential future in the public communications field; maintains and develops relationships in the community as a panelist, speaker and/or committee member with public relations organizations.

Maintains knowledge of applicable laws, policies, procedures, and practices related to journalism and public information in local government management.

Performs a variety of administrative tasks for the department; writes the Annual Report for the department; maintains departmental survey cards received from the public.

Assists Mayor's Office with the Outdoor Chattanooga Initiative-including marketing, development of the website and review of logo, and various public relation activities; interacts with Mayor's Office and City Council through community and special events; communicates with Mayor's Office and City Council communications staff to ensure department activity in the community is approved, in line with State of the City vision and documented.

Maintains technical equipment for the department.

## **ADDITIONAL FUNCTIONS**

Performs other related duties as required.

## **MINIMUM QUALIFICATIONS**

Bachelor's degree in Communication, Journalism, Marketing and Public Relations with a minimum of five years of experience in graphic design, journalism, media relations, marketing within a governmental agency, desktop publishing, writing, photography and printing knowledge; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

## **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

**Human Interaction:** Requires the ability to function in a managerial capacity for a division or organizational unit. Includes the ability to make decisions on procedural and technical levels.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to start, stop, operate and monitor the functioning of equipment, machinery, tools, and/or materials used in performing essential functions.

**Verbal Aptitude:** Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

**Functional Reasoning:** Requires the ability to apply principles of rational systems; to interpret instructions furnished in written, oral, diagrammatic, or schedule form; and to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

**Situational Reasoning:** Requires the ability to exercise judgment, decisiveness and creativity in situations involving evaluation of information against measurable or verifiable criteria.

## **ADA COMPLIANCE**

**Physical Ability:** Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

**Environmental Factors:** Essential functions are regularly performed without exposure to adverse environmental conditions.

*Chattanooga, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

**Last Edited: October, 2005**